

[DRIVING FOR THE **2014** CHAMPIONSHIP]

TONIK
MOTORSPORTS



LOOKING TO ADD SOME TONIK TO YOUR 2014 MARKETING?

BE PART OF THE WINNING RALLY TEAM

[DRIVING FOR THE 2014 CHAMPIONSHIP]



...TOGETHER!

BECOME A MAJOR TEAM SPONSOR AND BE PART OF THE WINNING RALLY TEAM IN THE UPCOMING 2014 CANADIAN RALLY CHAMPIONSHIP SEASON!

Performance rallying is now one of the fastest growing motorsports in North America, and the Canadian Rally Championship (CRC) is at the very highest level of competitive 'rallying on gravel' in Canada. It attracts thousands of spectators and devoted fans to the challenging, closed road course events, as well as thousands of loyal viewers to the action-packed televised events on Canada's national sports networks.

Tonik Motorsports, from the National Capital Region, extends this special invitation to your company to get involved and provide sponsorship support to our highly-competitive rally car team. For 2014, our specially-prepared Subaru Impreza AWD entry will be driven by the 2010 Canadian Production GT Class Rally Champion Warren Haywood.

Warren has totally dominated the CRC's Production GT Class since his championship year. In addition, he holds 9 national PGT records for fastest rally stages. He is determined to repeat his 2010 winning season and return to the CRC podium for 2014. This seasoned, skilled driver will certainly attract plenty of attention throughout the CRC series, through strong, consistent performances and is considered a top contender.

As a popular family-oriented spectator sport, performance rallying attracts male and female audiences from young adults and adult demographics. We consider these sought-after, target audiences to be a perfect fit for your brand, products and valued customers.

Tonik sponsors can expect high exposure, national recognition and a raised profile of their name and identity throughout the 6 coast-to-coast events in the chase for the 2014 Canadian Rally Championship. In addition, Ontario, which is Canada's biggest market for rallying events, will also host four more regional races on top of the 2014 Championship series. This will provide even more brand recognition for our sponsors.

Don't miss this fantastic chance to generate some real excitement to your company's 2014 National Marketing Program. It's an effective way to associate your brand with a national champion and winning team and will generate considerable excitement and awareness of your products with a national audience.

THE TONIK MOTORSPORTS TEAM



Warren Haywood

From Tonik driver Warren Haywood's humble beginnings racing a Volkswagen Golf in the 2WD Production Class, he went on to servicing other teams, offering his extended knowledge of rally car preparation.

In 2010, Tonik really took off when it entered its own Subaru Impreza WRX in the popular 4WD Production Class. Out of the eleven CRC events it entered, Tonik dominated by winning 8 races plus a 2nd and 3rd place, to win the 2010 Canadian Production GT Class Rally Championship.

All eyes were on Tonik in 2011. The team won another 8 races and finished 2nd in two others, which resulted in winning 2nd in the CRC series. In 2012, Tonik was again dominating its class winning 5 out of 8 events entered. However, misfortune struck with a suspension failure and a nasty crash at Rally of the Tall Pines that took Tonik out of the series. This sudden end resulted again, in a 2nd place series win. In 2013 Tonik returned to servicing other teams while re-building a new rally-prepared car for Warren's highly-anticipated 2014 comeback.

As the holder of speed records in 9 PGT stages that still stand today, Warren has consistently shown to be a formidable contender as the CRC 2010 Production Class Champion and 2nd place winner in 2011 and 2012. He has been the vice-president for Rally Sport Ontario since 2011. Over the years, Warren has become a well-known and respected figure in the Canadian rally community and is heavily favoured to win his class in the 2014 CRC series.

I WOULD LIKE TO EXTEND THIS INVITATION TO YOUR COMPANY TO JOIN US AND EXPERIENCE ALL THE EXCITEMENT OF BEING PART OF OUR WINNING TONIK TEAM. MY OBJECTIVE IS TO OFFER YOU THE HIGHEST LEVEL OF VISIBILITY POSSIBLE BY DOMINATING AND REGAINING MY CRC PRODUCTION CLASS CHAMPIONSHIP IN 2014. TO ACHIEVE THIS GOAL, I NEED YOUR VALUED CORPORATE SUPPORT.

- WARREN HAYWOOD



THE CANADIAN RALLY CHAMPIONSHIP

Performance rallying is one of the fastest growing 'extreme' motorsports in North America and the Canadian Rally Championship (CRC) is a fantastic new platform and offers a unique opportunity for your company to reach and connect with growing new audiences and new markets from coast-to-coast.

This amazing growth has resulted in seeing established athletes crossing over into rallying. Names like Travis Pastrana, Dave Mirra and DC Shoes's co-founder Ken Block, are now making the sport extremely popular. In 2006, ESPN X-Games even added rally to its lineup, exposing the sport to a new generation of fans.

Carried by this new momentum, rally has gained the same popularity in Canada, thanks to the CRC with top drivers such as Patrick Richard, Antoine L'Estage, Crazy Leo and our Production Class champion Warren Haywood.

Rally is regarded worldwide as the most exciting and challenging form of motorsports. The 2014 Canadian Rally Championship series will be a thrilling and exciting new way to expose your brand throughout the upcoming season of national road course events, as competitors take production-based cars and race them at full speed on winding rural and mountain roads coast-to-coast. It's a very unique and dynamic opportunity for you to get

up-close to thousands of devoted fans and spectators at all rally event locations.

Since the CRC is Canada's only national rallying series, it draws lots of sports media attention. Coverage on Canada's English and French TV sports networks (TSN/TNS2 & RDS), as well as local and national newspapers, motorsports magazines, sports-focused radio stations and motorsports websites.

The 2014 CRC series will mark the 57th Anniversary, making it the longest running motorsport series in the country. Tonik will enter the CRC's Production Class which Warren continues to dominate. He's considered a top contender and is favoured to win.

The CRC actively promotes its annual competition series and distributes/posts new releases for each rally event that are picked up by numerous magazines, websites and local papers, as well as metro dailies in the area of CRC events.



For more information about the CRC, its current season and latest news, please go to <http://www.carsrally.ca/>

- ▶ Performance rallying is one of North America's fastest-growing 'extreme' motorsports
- ▶ Attracts thousands of loyal and dedicated fans from coast-to-coast
- ▶ Audience demographics: most sought-after 25-35 age group (46%) and 35-50 age group (30%); 89% male and 11% female
- ▶ Reach high-income CRC audiences: 13% at \$35K-\$50K; 35% at \$50K-\$75K; 19% at \$75K-\$100K; 21% at \$100K+
- ▶ Potential 2 million viewers on TSN/TSN2 and RDS sports networks
- ▶ Valued target market: family-oriented audiences who enjoy outdoor experiences/sports
- ▶ Local and national media coverage (newspapers, radio and social media)
- ▶ Extensive coverage in Canadian motorsports magazines (Inside Track, PRN & Pole Position)
- ▶ 6 national CRC events from coast-to-coast
- ▶ 85 participating teams expected for the 2014 season



OFFERING FOUR LEVELS OF SPONSORSHIP



We make sponsorship easy for you

As an official team sponsor, we will take care of everything for you. Just send us your full colour corporate logo vector-file and we'll take care of the rest. No production is needed on your part. We make it that simple. We know you are busy, that's why our offer is a total turnkey proposition. You will receive promotional material for your office and corporate events in addition to prominent exposure of your brand at all North American rally events that we participate in.

All graphic design creative is done at MGD inc., a well-respected professional design agency in Canada's National Capital Region. They will treat your brand identity with the highest respect and will always give it the best visibility possible.

Since performance rallying will be a hot new market for you to tap into, reaching hundreds of thousands of prospective new customers, we will also offer our support in any way we can to help you with your own marketing initiative to establish your brand in this exciting national market.

Tonik Motorsports has a long relationship with all the sports organizations involved in rallying and can open doors, provide introductions and make it easy and a pleasurable experience to be part of this very unique group of motor-sports enthusiasts. Our objective is to make sure your 2014 Tonik sponsorship initiative achieves great success and brings real value to your Corporate Marketing Program.

Your contribution... put to work

The following pages offer general information about our 2014 Sponsorship Packages we have prepared for your organization's consideration.

Specific details can be provided to interested parties to show precisely where your sponsorship contribution will be applied.

For more information or to receive our Appendix – Corporate Sponsorship Details please contact Warren Haywood at 613-286-6252 or warren@tonikmotorsports.com



FOR CONTRIBUTION OF
\$50,000+
ONE PRIMARY CORPORATE
SPONSOR

Our Gold Sponsor is our primary corporate partner and will benefit from the highest level of exposure we can offer throughout the Championship. To begin with, our car will be registered at racing events under the name: The Tonik 'Gold Sponsor Name' Car. Performance rallying is now one of the fastest growing motorsports in North America. As a popular, family-oriented spectator sport, performance rallying attracts male and female audiences from young adults and adult demographics. This is a fantastic opportunity to generate real excitement in your company's 2014 Marketing Program. It's an effective way to associate your brand with a championship winning team and expose your products to new national audiences.

Gold Sponsor Benefits:

- ▶ Performance rallying is one of North America's fastest-growing 'extreme' motorsports
- ▶ Attracts thousands of loyal and dedicated fans from coast-to-coast
- ▶ Our rally car will be officially registered at all CRC & Ontario regional events under the name: The Tonik 'Gold Sponsor Name' Car
- ▶ Audience demographics: most sought-after 25-35 age group (46%) and 35-50 age group (30%); 89% male and 11% female
- ▶ Reach high-income CRC audiences: 13% at \$35K-\$50K; 35% at \$50K-\$75K; 19% at \$75K-\$100K; 21% at \$100K+
- ▶ Valued target market: family-oriented audiences who enjoy outdoor experiences/sports
- ▶ Special place at Tonik Service Area at all events to set up promotional corporate booth to host a 'meet 'n greet' for fans and provide sampling of your popular products.
- ▶ Your visibility will be everywhere. Depending on your products or services, it may also include Tonik's rally car displayed at your location, exposure at local car shows and show 'n shines, distribution of your promotional material wherever the team is seen and even the potential for product endorsements by our team driver Warren Haywood.
- ▶ Promotional access passes for your corporate guests to all event sites and activities
- ▶ All applications of your corporate logo (see p. 10-11) are included in your Gold Package. No effort or design work required by you.
- ▶ Tonik will provide high-resolution promotional materials, visuals and video files for you to integrate into your corporate web site or marketing initiatives
- ▶ Your participation will have high national visibility at all 2014 Canadian Rally Championship and Ontario regional events
- ▶ Attracts thousands of loyal & dedicated fans coast-to-coast to events
- ▶ National English & French sports television networks (TSN/TSN2 & RDS) broadcasts to 2 million Canadian viewers coast-to-coast
- ▶ Massive local and national media coverage (newspapers, radio and social media)
- ▶ Extensive coverage in Canadian motor-sports magazines (Inside Track, PRN & Pole Position)

Your Corporate Logo will appear on:

- ▶ Subaru Impreza AWD rally car
- ▶ Team service truck
- ▶ Racing suits - driver & navigator
- ▶ Team Service Area tent
- ▶ Extra large wind-dancing event banner
- ▶ Pop-up promo banner for your corporate headquarters and special events
- ▶ Tonik Special Edition t-shirts
- ▶ Prominent exposure on Tonik website/blog
- ▶ Tonik promo videos as the main credit listed
- ▶ Featured exposure on Tonik social media pages (Facebook & Twitter)
- ▶ Promotional card for distribution
- ▶ Large format poster
- ▶ Peel & Stick decals



FOR CONTRIBUTION OF
\$25,000+
ONE SILVER CORPORATE
SPONSOR

Our Silver Sponsor is a key player in Tonik's success and as a corporate sponsor will benefit from the major exposure we offer throughout the Championship. This is your opportunity to get local and national brand exposure and recognition for your company's products in North America's fastest growing motorsport. As a popular, family-oriented spectator sport, performance rallying is reaching hot new markets. It's a fantastic chance to generate real excitement and awareness of your company. Your participation will have high national visibility throughout the CRC series, which is broadcast by English and French sports television networks, and benefit from local sports news coverage from coast-to-coast and in national motorsports magazines.

Silver Sponsor Benefits:

- ▶ Performance rallying is one of North America's fastest-growing 'extreme' motorsports
- ▶ Attracts thousands of loyal and dedicated fans from coast-to-coast
- ▶ Audience demographics: most sought-after 25-35 age group (46%) and 35-50 age group (30%); 89% male and 11% female
- ▶ Reach high-income CRC audiences: 13% at \$35K-\$50K; 35% at \$50K-\$75K; 19% at \$75K-\$100K; 21% at \$100K+
- ▶ Valued target market: family-oriented audiences who enjoy outdoor experiences/sports
- ▶ Your visibility will be everywhere. Depending on your products or services, it may also include Tonik's rally car displayed at your location, exposure at local car shows and show 'n shines, distribution of your promotional material wherever the team is seen and even the potential for product endorsements by our team driver Warren Haywood.
- ▶ Promotional access passes for your corporate guests to all event sites and activities
- ▶ All applications of your corporate logo (see p. 10-11) are included in your Silver Package. No effort or design work required by you.
- ▶ Tonik will provide high-resolution promotional materials, visuals and video files for you to integrate into your corporate web site or marketing initiatives
- ▶ Your participation will have high national visibility at all 2014 Canadian Rally Championship and Ontario regional events

- ▶ Attracts thousands of loyal & dedicated fans coast-to-coast to events
- ▶ National English & French sports television networks (TSN/TSN2 & RDS) broadcasts to 2 million Canadian viewers coast-to-coast
- ▶ Massive local and national media coverage (newspapers, radio and social media)
- ▶ Extensive coverage in Canadian motorsports magazines (Inside Track, PRN & Pole Position)

Your corporate logo will appear on:

- ▶ Subaru Impreza AWD rally cars
- ▶ Team service truck
- ▶ Racing suits - driver & navigator
- ▶ Large wind-dancing event banner
- ▶ Pop-up promo banner for your corporate headquarters and special events
- ▶ Tonik Special Edition t-shirts
- ▶ Exposure on Tonik website/blog
- ▶ Tonik promo videos as the second primary sponsor credit listed
- ▶ Featured exposure on Tonik social media pages (Facebook & Twitter)
- ▶ Promotional card for distribution
- ▶ Large format poster
- ▶ Peel & Stick decals



FOR CONTRIBUTION OF
\$10,000+
OR TOTAL SERVICES VALUE



ANY MONETARY VALUE OR
SERVICES RENDERED

Bronze packages are tailored to local or national organizations who are passionate about motorsport racing and want to be part of our winning team by providing us continuous support either monetary or service-rendered.

Bronze Sponsor Benefits:

- ▶ Special access to all event sites and activities
- ▶ all applications of your corporate logo (see p. 10-11) are included in your Bronze Package. No effort or design work required by you.
- ▶ Tonik will provide high-resolution promotional materials, visuals and video files for you to integrate into your corporate web site or marketing initiatives
- ▶ Your participation will have high national visibility at all 2014 Canadian Rally Championship and Ontario Seasonal events
- ▶ Attracts thousands of loyal & dedicated fans coast-to-coast to events

We are always looking for sponsors for specific CRC & rally events. This could include (but not limited to) lodging, catering & restaurants, fuel or any other services we need on site. This is your chance to be part of a major local event and to meet new and existing customers and benefit from local & national news coverage.

Event Sponsor Benefits:

- ▶ Special access to event sites and activities
- ▶ Ability to display your corporate banners at event

- ▶ National English & French sports television networks (TSN/TSN2 & RDS) broadcasts to 2 million Canadian viewers coast-to-coast
- ▶ Massive local and national media coverage (newspapers, radio and social media)
- ▶ Extensive coverage in Canadian motorsports magazines (Inside Track, PRN & Pole Position)

Your corporate logo will appear on:


- ▶ Subaru Impreza AWD rally car
- ▶ Team service truck
- ▶ Pop-up promo banner for your corporate headquarters and special events
- ▶ Tonik Special Edition t-shirts
- ▶ Exposure on Tonik website/blog
- ▶ Tonik promo videos with all Bronze Sponsors credited
- ▶ Featured exposure on Tonik social media pages (Facebook & Twitter)
- ▶ Promotional cards, posters & stickers

- ▶ Tonik will provide high-resolution promotional materials, visuals and video files for you to integrate into your corporate web site or marketing initiatives
- ▶ Your participation will have a massive local & national media coverage (newspapers, radio & social media)
- ▶ Attracts thousands of loyal & dedicated fans
- ▶ Exposure on Tonik website/blog
- ▶ Featured exposure on Tonik social media pages (Facebook & Twitter)
- ▶ Receive promotional cards, posters & stickers

THE 2014 EVENT PARTICIPATION CALENDAR

Tonik Motorsports needs your corporate sponsorship financial support and contributions, in order to compete in as many Canadian and American performance rallying events as possible, during the 2014 Season. All events listed below provide a fantastic platform and unique opportunity for

your company to reach totally new audiences and new markets across Canada. In addition to your brand exposure during the road course events, there are chances for you to get up-close to fans and spectators at all rally locations. So the more events Tonik participates in with your

support... the more all of us will benefit. The total number of 2014 rally events we will enter really depends on all our sponsors' contributions. The required 'active participation' rally events needed to compete and win the 2014 CRC Championship are indicated by this icon: 

CANADIAN RALLY CHAMPIONSHIP

February      

Rallye Perce-Neige Maniwaki, Maniwaki QC
www.rallyeperceneige.com

June      

Rallye Baie Des Chaleurs, New Richmond QC
www.rallyeBDC.com

September      

Rallye Defi, Ste-Agathe QC
www.rallyedefi.com

October      

Pacific Forest Rally, Merritt BC
www.pacificforesrally.com

November      

Rocky Mountain Rally, Invermere BC
www.rockymountainrally.com

November      

Rally Of The Tall Pines, Bancroft ON
www.tallpinesrally.com

ONTARIO REGIONAL RALLIES

April    

Shannonville Stages Rally, Shannonville ON
shannonville.pmsc.on.ca

May    

Lanark Highlands Forest Rally, Lanark ON
www.lhfr.ca

July    

Black Bear Rally, Gilmour ON
www.mlrc.ca/blackbear/

AMERICAN RALLIES

January    



Snow Drift Rally, Atlanta MI
www.sno-drift.org



April     



Rally New York, Rock Hill NY
www.rallynewyork.com

June     

Climb to the Clouds, Mount-Washington NH
www.climbtothecLOUDS.com

 Requires 4 out of 6 Events Participation to win the CRC Championship
 National Television Coverage (TSN & RDS Sports Networks)

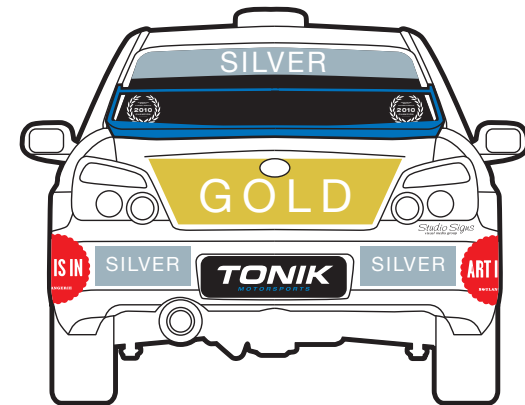
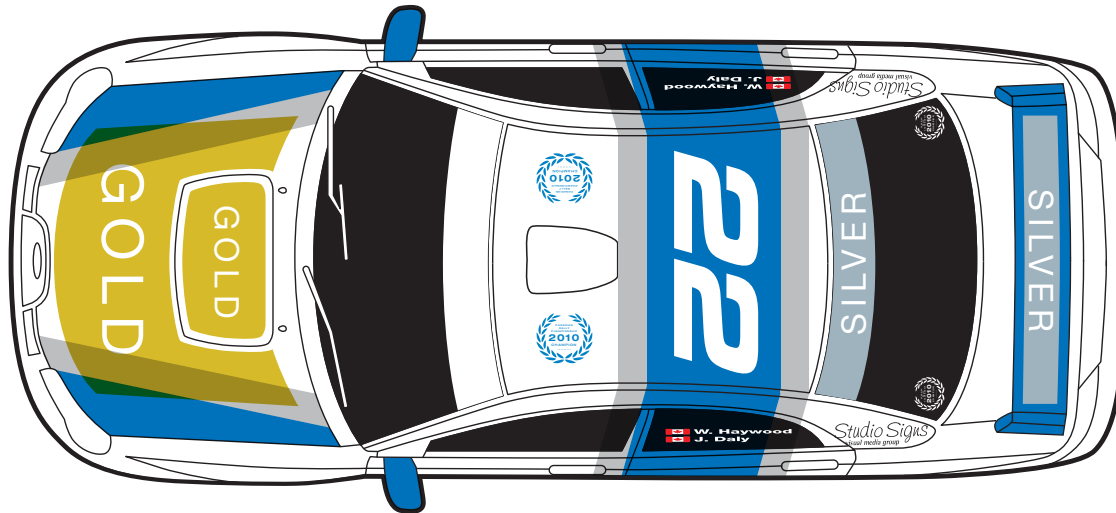
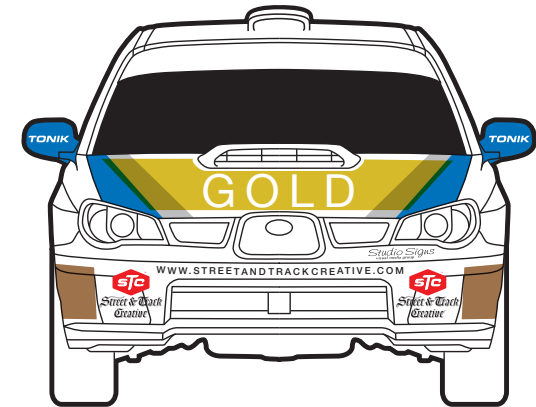
 Local News Coverage (Television, Radio & Newspapers)
 National Motorsports Magazines Coverage

 Social Media Posting & Activity
 CRC, Tonik & Motorsports Websites (Series Updates & Standing)

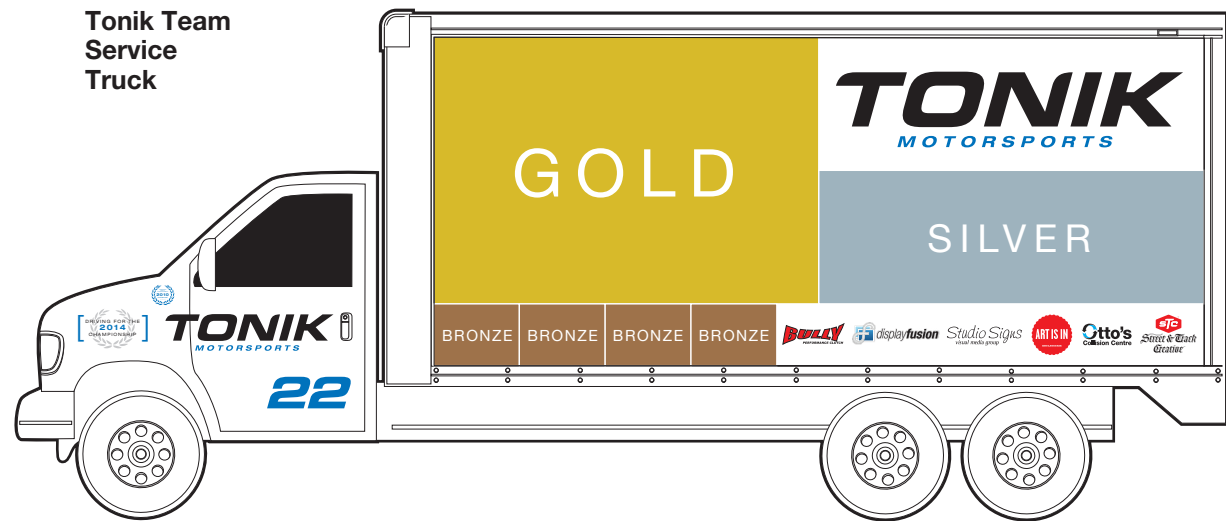
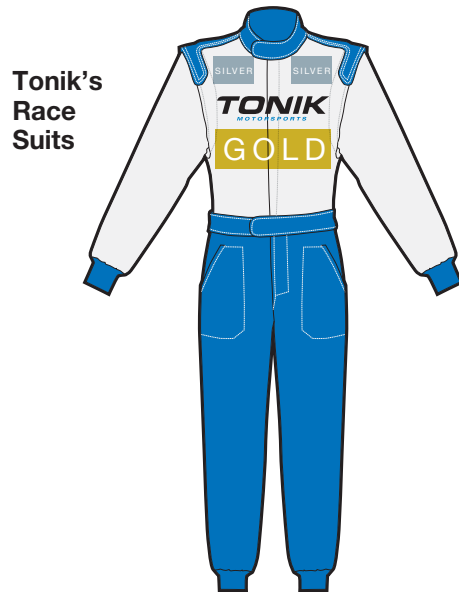
CORPORATE SPONSOR LOGO PLACEMENT

SIZE AND POSITIONS FOR GOLD, SILVER & BRONZE CORPORATE PACKAGES

Warren Haywood's
Tonik Subaru Impreza
AWD Rally Car



CORPORATE SPONSOR LOGO APPLICATION PLACEMENT (CONTINUED)



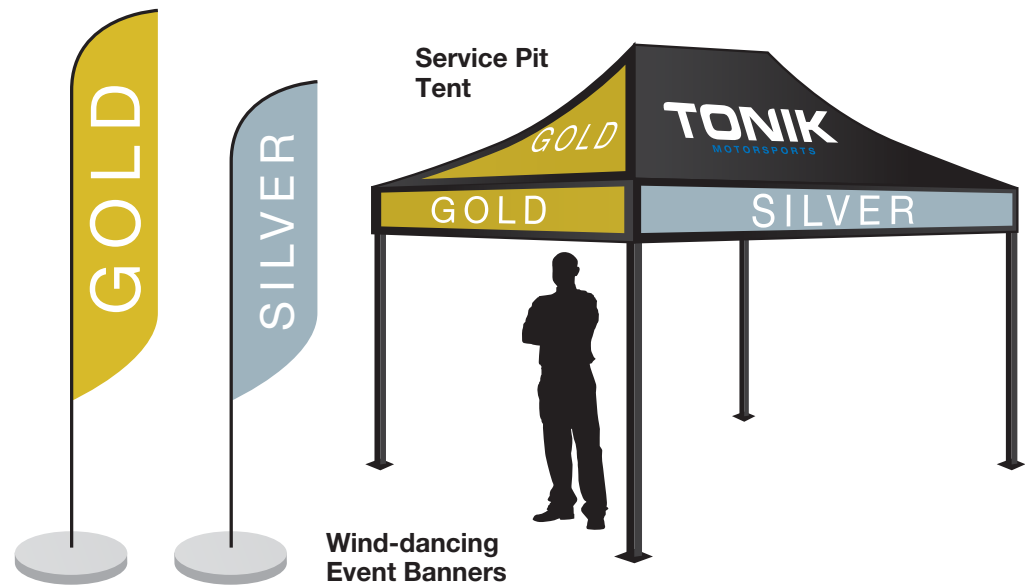
Corporate Promotional Material*

Pop-up banner stand, Tonik Special Edition t-shirt, poster, promotional card for distribution & Peel & Stick decal

*Also included in the Bronze Package (not illustrated)



Temporary graphic designs are shown on promotional material.



Wind-dancing Event Banners

[DRIVING FOR THE 2014 CHAMPIONSHIP]



...TOGETHER!

THANK YOU FOR YOUR TIME AND YOUR SPONSORSHIP CONSIDERATION. TONIK MOTORSPORTS LOOKS FORWARD TO YOUR PARTICIPATION, AS OUR DRIVER WARREN HAYWOOD ACHIEVES HIS ULTIMATE GOAL AND RECLAIMS HIS CANADIAN CHAMPION STATUS IN THE VERY COMPETITIVE CRC PRODUCTION CLASS.



Proud Participant
of the



TONIK

MOTORSPORTS

This Sponsorship Guide
was prepared by



TONIK MOTORSPORT, 27 MUSKOKA ROAD, CHELSEA, QUEBEC J9B 2E8 CANADA 613-286-6252 WARREN@TONIKMOTORSPORTS.COM



Studio Signs
visual media group



Otto's
Collision Centre

displayfusion

BULLY
PERFORMANCE CLUTCH